

What is Claimed is:

1. An information management device for managing content provision to an information processing device connected to said information management device via a network, comprising:

storage means for storing image data for displaying an image of a character and character feature information indicative of said character;

character selection means for selecting said character from among characters of which image data is stored in said storage means on the basis of user feature information indicative of a user of said information processing device and said character feature information;

image data transmission means for transmitting, to said information processing device, said image data of said character selected by said character selection means; and

content transmission means for transmitting content associated with said character selected by said character selection means to said information processing device.

2. The information management device according to claim 1, further comprising:

content selection means for selecting said content associated with said character selected by said character

selection means on the basis of said user feature information.

3. The information management device according to claim 1, further comprising:

evaluation information acquisition means for acquiring evaluation information indicative of an evaluation of said content used on said information processing device;

wherein said character selection means updates said user feature information in accordance with said evaluation information acquired by said evaluation information acquisition means, thereby selecting said character on the basis of said updated user feature information and said character feature information.

4. The information management device according to claim 1, further comprising:

charging means for charging, to said information processing device, a fee of said content transmitted by said content transmission means.

5. The information management device according to claim 1, further comprising:

identification information reception means for receiving, from said information processing device, identification information held in an object read by said

information processing device;

wherein said character selection means selects a character which is represented by an image in accordance with an external shape of said object on the basis of said identification information received by said identification information reception means.

6. The information management device according to claim 1, further comprising:

transmission management means for managing the transmission of said content to said information processing device by transmitting information about access to another information processing device to which said content is provided and identification information of said content to said information processing device.

7. The information management device according to claim 1, further comprising:

user feature information extraction means for extracting said user feature information on the basis of an input by said user of said information processing device, said input being transmitted from said information processing device.

8. The information management device according to claim 1, further comprising:

input information acquisition means for acquiring

input information of said user including said user feature information indicative of a feature of a user for selecting said character or said content.

9. An information managing method for an information management device for managing content provision to an information processing device connected to said information management device via a network, comprising the steps of:

storing image data for displaying an image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage step on the basis of user feature information indicative of a user of said information processing device and said character feature information;

transmitting, to said information processing device, said image data of said character selected by said character selection step; and

transmitting content associated with said character selected by said character selection step to said information processing device.

10. A recording medium recording a computer-readable program for an information management device for

managing content provision to an information processing device connected to said information management device via a network, said computer-readable program comprising the steps of:

controlling storage of image data for displaying an image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage control step on the basis of user feature information indicative of a user of said information processing device and said character feature information;

controlling transmission of, to said information processing device, said image data of said character selected by said character selection step; and

controlling transmission of content associated with said character selected by said character selection step to said information processing device.

11. A program for making a computer for controlling an information management device for managing content provision to an information processing device connected to said information management device via a network execute the steps of:

controlling storage of image data for displaying an

image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage control step on the basis of user feature information indicative of a user of said information processing device and said character feature information;

controlling transmission of, to said information processing device, said image data of said character selected by said character selection step; and

controlling transmission of content associated with said character selected by said character selection step to said information processing device.

12. An information processing device connected, via a network, to an information management device for managing content provision, comprising:

image data reception means for receiving image data of a predetermined character transmitted from said information management device;

display means for displaying said predetermined character on the basis of said image data received by said image data reception means;

content acquisition means for acquiring content associated with said predetermined character displayed by

said display means; and

output means for outputting said content acquired by said content acquisition means.

13. The information processing device according to claim 12, further comprising:

evaluation information transmission means for accepting input of an evaluation associated with said content outputted by said output means and transmitting evaluation information indicative of said evaluation to said information management device.

14. The information processing device according to claim 12, further comprising:

read means for reading identification information from an object in which said identification information is held; and

identification information transmission means for transmitting said identification information read by said read means to said information management device;

wherein said image data reception means receives image data for displaying an image corresponding to an external shape of said object selected by said information management device on the basis of said identification information.

15. The information processing device according to

claim 12, wherein, on the basis of information about access to another information processing device to which said content is provided and identification information of said content, said information being transmitted from said information management device, said content acquisition means acquires said content from said another information processing device.

16. An information processing method for an information processing device connected, via a network, to an information management device for managing content provision, comprising the steps of:

receiving image data of a predetermined character transmitted from said information management device;

displaying said predetermined character on the basis of said image data received by said image data reception step;

acquiring content associated with said predetermined character displayed by said display step; and

outputting said content acquired by said content acquisition step.

17. A recording medium recording a computer-readable program for an information processing device connected, via a network, to an information management

device for managing content provision, said computer-readable program comprising the steps of:

controlling reception of image data of a predetermined character transmitted from said information management device;

controlling display of said predetermined character on the basis of said image data received by said image data reception control step;

controlling acquisition of content associated with said predetermined character displayed by said display control step; and

controlling output of said content acquired by said content acquisition control step.

18. A program for making a computer for controlling an information processing device connected, via a network, to an information management device for managing content provision execute the steps of:

controlling reception of image data of a predetermined character transmitted from said information management device;

controlling display of said predetermined character on the basis of said image data received by said image data reception control step;

controlling acquisition of content associated with

said predetermined character displayed by said display
control step; and

controlling output of said content acquired by said
content acquisition control step.